Job Description

Job Title:	Manager- Marketing and Communications
Department:	Strategic Communications and Marketing
Reports to:	Vice President Marketing and Communications
FLSA Status:	Exempt
Location:	Hybrid

Mission
To promote safe, high-quality patient care through credentialing, collaboration and advocacy.

Vision
Exceptional patient care for all, provided by qualified medical imaging and radiation therapy professionals.

Values
ARRT is a principled and mission-driven organization that values and demonstrates quality, integrity, objectivity, and evidence-based decision making.

Position Summary:
The Manager of Marketing and Communications partners with the Vice President of Marketing and Communications to lead ARRT's marketing, communications, and editorial activities. This position develops and executes integrated marketing and communications initiatives that support organizational goals, stakeholder engagement, and brand awareness.

As a working manager, the position provides leadership and direction to communications and marketing staff while directly contributing to high-priority planning, writing, editing, presentations, reports, and other strategic communications and marketing deliverables. The Manager collaborates closely with the Manager of Digital Content and UX to align content, audience engagement, and digital experiences across ARRT channels.

Duties and Responsibilities:
Marketing and Communications Leadership
- Partner with the Vice President of Marketing and Communications to implement departmental goals, strategic priorities, and annual operating plans.
- Develop and execute integrated marketing and communications plans, campaigns, messaging frameworks, and stakeholder engagement strategies that support organizational objectives.
- Serve as a strategic advisor to leaders across ARRT, translating complex business initiatives into clear, audience-centered communications and marketing approaches.
- Foster cross-functional collaboration and alignment on organizational priorities, messaging, and stakeholder engagement efforts.
- Ensure stakeholder needs, feedback, and insights are incorporated into communications and marketing planning and execution.

Brand, Content, and Channel Management

- Ensure consistent application of ARRT's brand standards, messaging, voice, tone, visual identity, and communication principles across all communications and marketing activities.
- Establish and maintain editorial standards, content governance practices, and quality review processes.
- Oversee communications and marketing activities across publications, internal communications, social media, advertising, conferences, sponsorships, and stakeholder outreach channels.
- Personally lead or contribute to high-priority, complex, or organization-wide communications and marketing initiatives, including the development, review, and approval of communications plans, presentations, reports, messaging, and other strategic deliverables.
- Manage external vendor relationships and coach staff and organizational partners on effective communications, marketing, and storytelling practices.

Measurement and Continuous Improvement

- Establish and monitor performance measures and key performance indicators for marketing and communications initiatives.
- Analyze results using data, stakeholder feedback, and research to identify opportunities for improvement and optimization.
- Develop and communicate performance reports, insights, and recommendations to leadership and key stakeholders.

Leadership and Operations

- Lead the day-to-day operations of ARRT's marketing and communications activities, ensuring effective prioritization, coordination, and execution of work.
- Establish team goals, workflows, priorities, performance expectations, and operating processes aligned with organizational objectives.
- Allocate resources, balance workloads, and delegate responsibilities while maintaining accountability for departmental performance and outcomes.
- Provide leadership, coaching, mentoring, performance management, and professional development for communications and marketing staff.
- Manage assigned budgets, vendor relationships, and external partnerships, including resource planning and budget recommendations.
- Foster a collaborative, inclusive, and high-performing team culture while leading organizational projects and cross-functional initiatives.

Digital Partnership

- Partner closely with the Manager of Digital Content and UX to align content, audience engagement, and digital experiences across ARRT channels.
- Provide marketing, communications, audience, and brand expertise in support of digital initiatives and projects.
- Collaborate to ensure a consistent and effective stakeholder experience across communications, marketing, and digital platforms.

General Supervisory Responsibilities

- Monitor work responsibilities of departmental staff. Ensure coverage for departmental responsibilities.
- Oversee staff schedules, approve leave, review, and finalize pay period timesheets.
- Develop and coach staff through one-on-one meetings and additional methods, respond to staff needs and suggestions, and provide ongoing feedback.

- Orient and train new staff. Assess the need for and provide or coordinate ongoing personal development training.
- Model and enforce staff policies as set in ARRT Employee Handbook and ARRT Portal.
- Manage staff performance, correlate job descriptions with performance management, participate in talent acquisition process, and participate in salary review sessions.
- Work with staff to develop an inclusive and effective teamwork environment.
- Maintain and elevate working relationships with other ARRT departments. Mentor the team on effective ways to communicate and work as a group.
- Participate in ARRT projects as assigned.
- Participate in professional development activities.
- Establish and implement short and long-term departmental goals, objectives, policies, and operating procedures.
- Lead and contribute to ARRT initiatives and projects as assigned.
- Proactively manage and deliver assigned ARRT project work.
- Other duties as assigned and modified as business needs dictate.

Skills and Abilities:
- Exceptional written, verbal, editing, proofreading, and presentation skills.
- Strong knowledge of marketing, communications, brand management, content strategy, and audience engagement.
- Knowledge of AP Style, editorial best practices, accessibility standards, and audience-centered communication principles.
- Strong business acumen and ability to interpret data and translate insights into actionable recommendations.
- Demonstrated ability to build relationships, influence without direct authority, and collaborate effectively across teams and functions.
- Strong leadership, coaching, talent development, project management, prioritization, and organizational skills.
- Adaptability and resilience in a dynamic and evolving environment.
- Proficiency in working across Microsoft 365 and other platforms and technologies
- Comfort working within and across various platforms and technologies including the Microsoft 365 Suite

Minimum Qualifications:
- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, Business, or a related field.
- 10+ years of progressively responsible experience in marketing, communications, public relations, journalism, content strategy, or a related field
- 3-5 years of people leadership and demonstrated success developing strategy while remaining accountable for execution.
- Demonstrated experience developing and executing integrated marketing and communications initiatives, including communications plans, presentations, reports, messaging, and other strategic deliverables.
- Demonstrated experience leading complex projects and building collaborative relationships across teams.
- Experience supervising staff, contractors, agencies, vendors, or cross-functional initiatives.

Preferred Qualifications:
- Master's degree in Communications, Marketing, Business Administration, or a related field.

- Experience in healthcare, credentialing, certification, association, nonprofit, or mission-driven organizations.
- Experience supporting stakeholder engagement, organizational communications, or change-management initiatives.
- Experience using analytics and reporting tools to evaluate performance and inform strategy.

Physical Demands:
Close Visual Acuity: Preparing and analyzing data; viewing a computer screen; and extensive reading
Fingering: Typing, or otherwise working, primarily with fingers
Hearing: Ability to receive detailed information through oral communication, and to make fine discriminations in sound.
Reaching: Extending hand(s) and arm(s) in any direction.
Repetitive Motions: Substantial movements (motions) of the wrists, hands, and/or fingers
Sedentary Work: Sitting most of the time; occasional walking and standing
Talking: Spoken word activities can be relayed accurately, loudly, or quickly

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ARRT Core Values

Accountable

We can count on each other.
We are responsible, reliable, and dependable. We follow through on our commitments in a thoughtful and efficient manner.

Adaptable

We are open to new ideas, challenges, & ways of working.
We are willing and able to change our behavior, thoughts, and actions to accommodate different situations or environments. We are flexible and can quickly shift direction when needed. We are open to change.

Business Acumen

We manage risks & opportunities to achieve positive results.
We seek to understand business issues and operations, customer needs and preferences, and industry trends so we can provide useful insights and recommendations for achieving our goals. We learn from our mistakes, but don't fear failure. By showing up with composure, confidence, and authenticity, we inspire confidence in others and lead effectively.

Collaborative

We are better when we work together.
We believe diverse skills, backgrounds, and perspectives help contribute to better outcomes. We can agree to disagree and still commit to act. We offer help and accept it.

Committed

We are all part of the solution.
We strive for excellence through continual improvement. We help develop potential solutions to problems and contribute ideas, enthusiasm, and energy for our work.

Critical Thinking

We test our assumptions to make better decisions.
We analyze information objectively, using data from various sources, questioning assumptions, and forming well-reasoned judgments. We determine when enough information is available to act. We use wisdom gained from experience to differentiate between subtleties and make sound decisions while considering positive and negative impacts of a decision.

Emotional Intelligence

We strive for self-awareness.
We recognize, understand, and manage our own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges, and defuse conflict. We set aside ego so we can learn and receive feedback.

Growth-Oriented

We are always learning & teaching.
We are committed to professional growth, seeking ways to enhance our technical and people skills and business. knowledge. We embrace a coaching mentality to empower others to excel and make valuable contributions to the organization. We seek and provide constructive feedback.

Integrity

We do the right thing.
We are honest, fair, and ethical. We admit mistakes and work to reconcile disagreements or conflict respectfully. We give credit where credit is due.

Listening

We seek first to understand.
We use empathetic listening, including nonverbal body language or written words. We respectfully recognize others' diverse perspectives and needs without interrupting or jumping to conclusions before they finish speaking. We ask questions that promote discovery and insight to confirm understanding.

Resilient

We bounce back.
We strive to recover from adversity, challenges, or setbacks by positively adapting to difficult situations. We maintain emotional equilibrium by using appropriate coping strategies. We are persistent and keep moving forward.

Strategic Thinking

We plan and shape the future to achieve our goals.
We evaluate complex situations and anticipate future trends and challenges to develop long-term plans that achieve our goals. We connect the dots between different pieces of information, weigh options and form plans by blending analytical thinking, creativity, and foresight.